

HELP! I NEED TO PLAN AN ADULT PROGRAM ON A BUDGET!

CREATIVE LIBRARY PROGRAM SOLUTIONS:PART 1

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San Diego County Library

November 12, 2011

California Library Association Annual Conference – Pasadena, CA

SAN DIEGO COUNTY LIBRARY

In Fiscal Year 2010–2011:

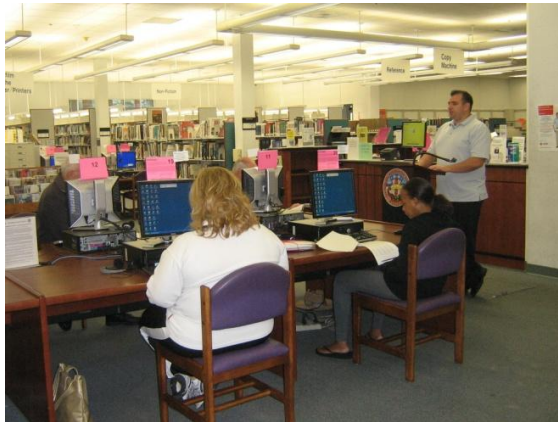
- ▶ Circulated over 12.4 million items including books, DVDs, CDs, and materials in other formats
- ▶ Logged over 5.8 million visits by customers
- ▶ Over 22,000 programs hosted by our branches and book mobiles – an average of over 61 programs daily

VISTA BRANCH

- ▶ Largest of 33 branches in SDCL system
- ▶ Serves as a “Regional Reference Center”
- ▶ Serves a population of over 108,000* people
- ▶ Diverse population, with over 48% of the population identifying as Hispanic in the 2010 Census; 4.2% Asian/Pacific Islander; 3.3% Black
- ▶ Large percentage of customers are Spanish speaking, and our Spanish language collection consistently ranks as one of the top two system-wide in circulation

*SANDAG 2008 estimate

What is adult programming and why is it so important for libraries ?



Programs can:

- Introduce & expose customers to a wide variety of reading material and cultural experiences



Travel book display featuring artwork, crafts, etc. from around the globe

- Give customers a chance to try something new or stretch their creative “muscles”



“Three Cups of Tea”
– an interpretation of the book title in our Edible Book Contest

- Provide an opportunity for enrichment or empowerment



Author Candice Reed,
co author of
“Thank You for Firing Me”
encourages customers to
turn a job loss into an
opportunity for growth

- Change preconceived notions about the library and its resources
- Introduce customers to library services and increase circulation

- Bridge language and cultural divides



- Connect the library with the neighborhood



Instruction in drought
tolerant planting by a local
landscape architect

- Encourage customers to become stakeholders in
the library and the greater community



Friends of the Vista Library
Donor Recognition Tree

- Offer fun & free activities in a safe environment for all ages



Members of our
Chess Club



Food for Thought Yoga



Tai Chi

•Provide professional challenges...

Card making craft



Bling a Book Cart competition



Harry Potter Look-a-like contest



Enjoying the Iron Chef Salsa program



FINANCIAL NECESSITY DEMANDS LIBRARIANS BECOME MORE INVENTIVE WITH ADULT PROGRAMMING

CREATIVE ADULT PROGRAMMING ON A BUDGET : in three steps

1. Ideas
2. Partners
3. Promotion

IDEAS

“Necessity, who is the mother of invention” ~ Plato



IDEAS ARE FREE

- ▶ Customer generated specific requests
- ▶ Survey of community needs and preferences
- ▶ Customer volunteering services
- ▶ Utilize local community groups and agencies
- ▶ Glean ideas from other libraries and use existing resources

WHO IS THE TARGETED PROGRAM AUDIENCE?

Are you singing to the choir? Is the program for library regulars?

Or do you want to attract a new customer base?

No Cost Program Ideas

- ▶ Books to Movie Book Clubs (requires movie Licensing; enough copies of the book and copy of the DVD, a TV and DVD player)
- ▶ Movie screenings
- ▶ Brown Bag Nonfiction Book Club (meets at lunch time)
- ▶ Classes on utilizing the library (downloadable audio and e-books)
- ▶ Beginning computer classes

Get Fit @ Your Library...
Join the Vista Library Walking Club!

**Meet us in the lobby
on Fridays at
9:45 AM**

**Wear proper shoes and
bring a water bottle**



Low Cost Programming Ideas

- ▶ Craft series (investment in supplies; use of staff experts as instructors)
- ▶ Author book talks (no honorarium, but they can sell their books)
- ▶ Chess Club (staff expert, initial cost in chess sets)
- ▶ Craft and Book Club kits, shared by a variety of branches (investment in supplies; for SDCL, our headquarters replenishes these kits)

PROGRAMMING PARTNERS

- ▶ Co-workers (talents, skills, and interests)
- ▶ Local authors
- ▶ Community members
- ▶ Musicians
- ▶ Community organizations
- ▶ Book Clubs
- ▶ Other libraries/utilizing shared resources
- ▶ Government organizations and services

PROGRAMMING PARTNERS

Coworkers



Martin Nasim, artist
Surfboard art presentation



German Gutierrez, bilingual
computer help volunteer/
English Conversation Café

PROGRAMMING PARTNERS

Utilizing existing library resources and collaborate with other libraries



Customers at our
card making class



PROGRAMMING PARTNERS

Local Authors



Gia Lucy



Paul Vanderwood



Kitty Morse

PROGRAMMING PARTNERS

Community Members



Cookie/Cake Decorating
with Rebecca



Papercrafting with
Djana

PROGRAMMING PARTNERS

Musicians



Sunset Strummers

PROGRAMMING PARTNERS

Community Organizations



Vegan San Diego



*Surfrider
Foundation®*



Utilize existing speakers bureaus and coordinate with local government agencies

- ▶ Contact a local medical speakers bureau
- ▶ Health and Human Services Agency
- ▶ Department of Child Support Services
- ▶ Aging & Independence Services
- ▶ Local law enforcement

Tap into Local Community Organizations and Volunteer Groups

- ▶ Local historical societies and sites
- ▶ Museums
- ▶ Local attractions
- ▶ Community theatre groups
- ▶ Local hobby groups
- ▶ Volunteers from city commissions

EVALUATE PROGRAMMING SUGGESTIONS

Conserve staff time and resources
by focusing on programs that
appeal to your customers

EVALUATE PROGRAMMING SUGGESTIONS

- ▶ Keep a list of well attended programs for future reference
- ▶ Ask for references from presenters
- ▶ Choose appropriate times and days for programs
- ▶ Have a program suggestion form

SAMPLE PROGRAM SUGGESTION FORM USED AT THE VISTA LIBRARY

Vista Branch of the San Diego County Library- Program Suggestion Form

The Vista Library welcomes suggestions for programming from the public. All Suggestions will be considered and evaluated; however, due to the number of suggestions we receive and the staff time committed to ongoing and special programs already scheduled, not all suggestions can be implemented.

We will evaluate suggestions based on expressed public interest and library needs. Sufficient lead time is necessary as generally programs are planned several months ahead of time to complete necessary paperwork and create publicity.

Today's Date: _____
Name of Program: _____
Brief Description: _____
Proposed Presenter or Performer: _____
Contact Information for Presenter or Performer: _____
Target Audience: _____
Libraries or other venues that previously hosted the program: _____
References: _____
Time Allotted for Program: _____
Equipment Needed: _____
Cost to Library: _____

Feel Free to attach one page of additional material such as program flyer or letter of recommendation.

Your name: _____
Phone: _____
Email: _____

Thank you for your suggestions!

Tips for Successful Programs

- ▶ Recurring programs
- ▶ Series of programs

Figure out what your community wants
– not what you think they should have. Do a survey, keep statistics, and review what has been successful.

PROMOTION

- ▶ Email blast
- ▶ Fliers
- ▶ Blog
- ▶ Social media (Facebook, Twitter)
- ▶ Community Access TV
- ▶ Newspapers
- ▶ Community Cooperative Publicity (Chamber of Commerce online calendar, County Library calendar, other libraries, city Recreation calendar)
- ▶ Target community organizations that are interested in events
- ▶ Word of Mouth– Talk with your Customers!

San Diego County Library Vista Branch Event Reminders

“A Taste of the South” Movie Series

Join us for “A Taste of the South” with a series of refreshing movies set in the Southern United States. We can’t list the movies here but call the Vista Reference Desk for the titles– 760-643-5130. All movies, will be shown in the community room. We will also have popcorn for you to enjoy!

Saturday, October 15, 2011 at 2 p.m.

This adaptation of a Pulitzer Prize winning play is set against the changing American South of the 1960s. An aging independent woman and her black chauffeur test the limits of friendship.

Starring Jessica Tandy and Morgan Freeman.

Rated PG. 99 minutes.

San Diego County Library Vista Branch
700 Eucalyptus Ave
Vista, CA 92085

Cookie & Cupcake Decorating at the Vista Library



Cookie & Cupcake Decorating
lessons each month on the third
Friday with **Rebecca Eyer!**

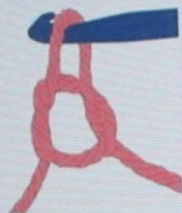
Program from 3-4pm
All supplies are provided free!
Suitable for all school age
children.

Sign Up Sheet at Reference
Desk

Dates: 1/21, 2/18, 3/18, 4/15,
5/20, 6/17, 7/15, 8/19, 9/16,, 10/21,
11/18, 12/16

700 Eucalyptus Ave
Vista, CA 92084
Phone: 760-643-5100

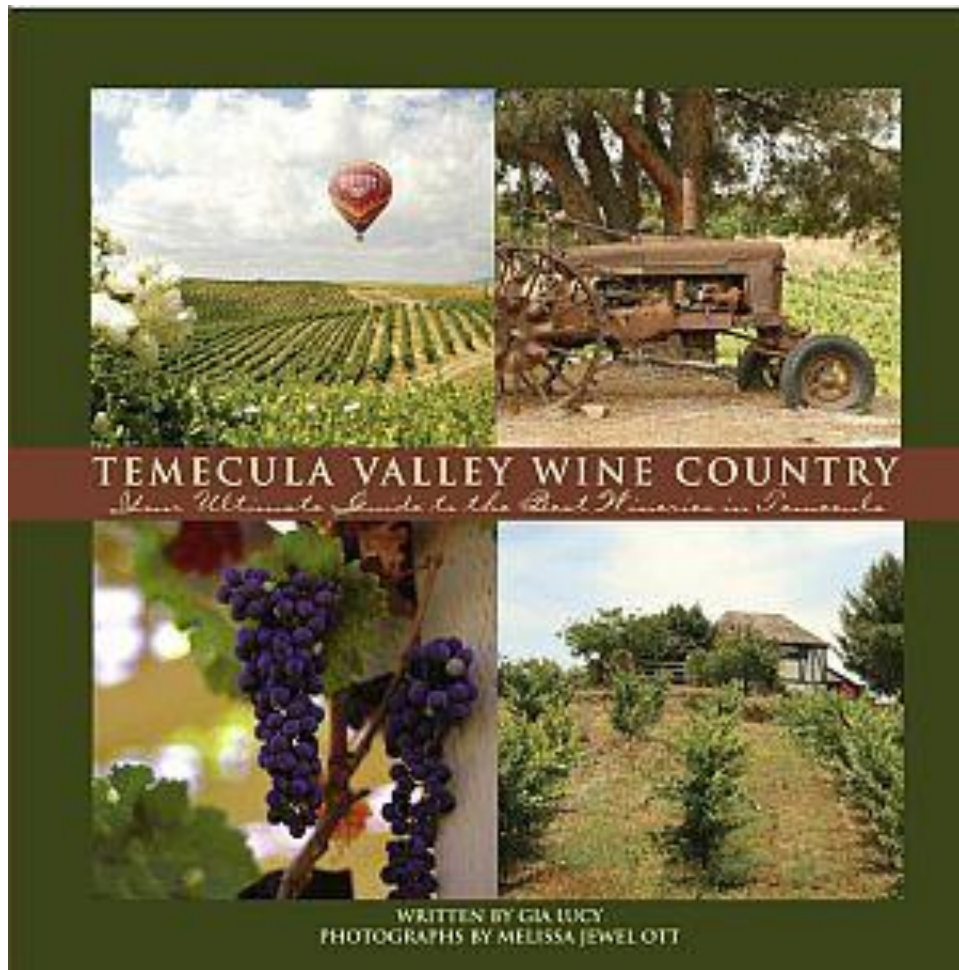




Crochet/Knitting Classes

Classes are scheduled second and fourth Thursday every month from 10-12 in the library conference room. Registration is required, please sign up at the Reference Desk. The class is the same each week. Come to the first and learn how to crochet, practice and come to the second to have your questions answered. Bring a Crochet Hook size F, G or H and a ball of yarn

VIZIO



Always go to
the Expert!
Don't miss author **Gia
Lucy** as she shares the
ultimate insight to
Temecula Valley
Wine Country!

Saturday, June 4
at
1:30 PM

Vista Library
700 Eucalyptus Ave, Vista, Ca 92084
760-643-5130

For More Information

- ▶ Susan Gutierrez, MLIS, Librarian
susan.gutierrez@sdcounty.ca.gov
- ▶ Karen Baluyot, MLIS, Librarian
karen.baluyot@sdcounty.ca.gov